

# Notice of Allowability

Application No.

10/020,712

Examiner

Etienne P. LeRoux

Applicant(s)

PAINE ET AL.

Art Unit

2161

## -- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to Amendment of 1/17/2007.
2. ☒ The allowed claim(s) is/are 66, 68-79, 81-86 (renumbered 1-19).
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  - a) ☐ All b) ☐ Some\* c) ☐ None of the:
    1. ☐ Certified copies of the priority documents have been received.
    2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
    3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_\_.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
  5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
    - (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
      - 1) ☐ hereto or 2) ☐ to Paper No./Mail Date \_\_\_\_\_.
    - (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

### Attachment(s)

1. ☐ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. ☒ Information Disclosure Statements (PTO/SB/08),  
Paper No./Mail Date 6/7/2006
4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
5. ☐ Notice of Informal Patent Application
6. ☐ Interview Summary (PTO-413),  
Paper No./Mail Date \_\_\_\_\_
7. ☒ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other \_\_\_\_\_

*Etienne P. LeRoux*  
Primary Examiner

***Reason for Allowance***

The prior art made of record does not teach or fairly suggest the combination of elements as recited in the independent claims. Specifically, the prior art does not teach:

receiving from the new information provider a website uniform resource locator (URL) and spidering the website associated with the website URL to obtain search terms for the set of potential search terms

The dependent claims being definite, further limiting and fully enabled by the specification are also allowed.

***Examiner's Amendment***

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

IN THE CLAIMS:

Claim 81:

The computer network search engine apparatus of claim [80] 79 wherein the spidering code is configured to spider a web site of the new information provider.

Claim 82:

The computer network search apparatus of claim [80] 81 wherein the spidering code is configured to spider a web site specified by the new information provider.

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Claim 83:

The computer network search engine apparatus of claim [80] 79 wherein the spidering code is configured to retrieve pages from the web site of the new information provider, record terms contained in the retrieved pages and score the terms according to a quality metric.

IN THE SPECIFICATION:

Page 3, line 1:

Services, located at [<http://inventory.overture.com>.] [inventory.overture.com](http://inventory.overture.com). STST provides

Page 3, line 23:

may be found at [<http://users.idealab.com/~charlie/advertisers/start.html>.]

[users.idealab.com/~charlie/advertisers/start.html](http://users.idealab.com/~charlie/advertisers/start.html). This tool

Page 4, line 17:

be found at [<http://www.wordtracker.com>.] [www.wordtracker.com](http://www.wordtracker.com). Given a search term,

Wordtracker

Page 10, Line 14:

[<http://goto.com/>.] [goto.com](http://goto.com/). In addition, the search result list page, an example

Page 34, line 8:

Ordering,” available from ResearchIndex, [<http://citeseer.nj.nec.com>]. [citeseer.nj.nec.com](http://citeseer.nj.nec.com)

and Nilsson,

Page 37, line 18:

found at GroupLens web site <http://www.cs.umn.edu/Research/GroupLens>

[cs.umn.edu/Research/GroupLens](http://www.cs.umn.edu/Research/GroupLens)

Authorization for this examiner's amendment was given in a telephone interview with Mr. John Rauch on January 18, 2006.

***Contact Information***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Etienne P. LeRoux whose telephone number is (571) 272-4022. The examiner can normally be reached Monday through Friday, 8:00 am - 4:30 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jeffrey Gaffin can be reached on (571) 272-4146. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Etienne LeRoux

1/18/2007

*Etienne P. LeRoux*  
*Primary Examiner*